

THE HONORABLE JOHN C. COUGHENOUR

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
AT SEATTLE

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

AMAZON.COM, INC.,

Defendant.

No. 2:14-CV-01038-JCC

**DECLARATION OF AARON RUBENSON
IN SUPPORT OF AMAZON.COM, INC.'S
RESPONSE TO FTC'S MOTION TO
SEAL**

NOTED ON MOTION CALENDAR:
Friday, July 17, 2015

Aaron Rubenson declares:

1. I am a Director of the Amazon Appstore and have been since July 2011. I make this declaration based upon personal knowledge as to which I am competent to testify.

2. I have reviewed the document that I understand was filed as Exhibit N to the FTC's Reply in Support of Motion to Compel Discovery Responses. I am familiar with the document, which is a confidential and proprietary internal Amazon PowerPoint presentation titled "in-app purchasing."

3. Exhibit N contains confidential and proprietary information about Amazon's data, projections, and practices relating to in-app-purchase monetization. It includes revenue and projected-revenue data; confidential analysis of key drivers across a variety of in-app-purchasing metrics; discussion of potential strategic projects addressing those metrics; and identified risks

DECLARATION OF AARON RUBENSON
(No. 2:14-CV-01038-JCC) – 1


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1 associated with each project and metric, including proprietary, strategic proposals with respect to
 2 customer and app-developer experiences. This is the type of information that Amazon takes care
 3 to keep confidential. When relevant to its operations, to maintain its competitive position, or to
 4 ensure customer satisfaction, Amazon analyzes data that it collects and maintains. The data and
 5 analysis contained in Exhibit N represent one example of this, and disclosure of the information
 6 contained in Exhibit N would likely result in competitive harm to Amazon.
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13 4. Amazon makes significant efforts to keep information like that in Exhibit N
 14 confidential. Those efforts include prohibiting distribution of such documents outside of
 15 Amazon, limiting the people within Amazon who may access such documents, and storing such
 16 documents in secure locations.
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23 **I declare under penalty of perjury that the foregoing is true and correct.**

24 EXECUTED at Seattle, WA this 15th day of July, 2015.
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 Aaron Rubenson

CERTIFICATE OF SERVICE

I certify that on July 15, 2015, I electronically filed the foregoing Declaration of Aaron Rubenson In Support of Amazon's Response to FTC's Motion to Seal with the Clerk of the Court using the CM/ECF system, which will send notification of such filing to attorneys of record.

I certify under penalty of perjury that the foregoing is true and correct.

DATED this 15th day of July, 2015.

s/ Harry H. Schneider, Jr.